

Chapter 5

5.1 Relationship between economic factors and tourism development

Correlations

		Economic factors	Tourism development
Economic factors	Pearson Correlation	1	.746**
	Sig. (2-tailed)		.000
	N	200	200
Tourism development	Pearson Correlation	.746**	1
	Sig. (2-tailed)	.000	
	N	200	200

*. Correlation is significant at the 0.01 level (2-tailed).

In this correlation, economic factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between economic factors including all the factors accompanied with tourism development was .746** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between economic factors and tourism development.

5.2 Relationship between political factors and tourism development

Correlations

		political factors	Tourism development
Political factors	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.000
	N	200	200
Tourism development	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

In this correlation, political factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between political factors including all the factors accompanied with tourism development was .756** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between political factors and tourism development.

5.3 Relationship between environmental factors and tourism development

Correlations

		Environmental factors	Tourism development
Environmental factors	Pearson Correlation	1	.789**
	Sig. (2-tailed)		.000
	N	200	200
		Pearson Correlation	.789**
			1

Tourism	Sig. (2-tailed)	.000	
development	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

In this correlation, environmental factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between political factors including all the factors accompanied with tourism development was .756** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between environmental factors and tourism development.

5.4 LIMITATIONS

While conducting this research, researcher had suffered many limitations such as follows

- The first limitation was to collect proper and valid information from the respondent from both hotels in Mandalay.
- The second constraints in this research paper was getting approval from hotels staffs from both places and getting information from customer as staff authority at various occasions didn't allow to seek for information as it was invading the privacy of information and confidentiality
- The third limitation in this state was to collect and look for research work done in this field as it was very limited.
- The sample size was restricted to 200 only.

5.5 Contribution

This research paper will be beneficial for researchers and other officials to look into the some serious concerns in Myanmar and try to improve it so that there will be a booming tourism business. As a matter of fact with a new political reforms initiated from November 2010, the Myanmar idol has been released from the house arrest the relation between Myanmar and other countries has been improved. So if the economic, political and environmental factors will improved the tourists will come in large numbers in Myanmar and that will increase tourism development.

The major areas in economic factors should need to be improved such as infrastructure, roads, transportation system. In legal factors the areas need to be improved such as ease in foreign company expansion process and permission for international airlines to start their route to Mandalay. The political and environmental factors such as improvement in civil war conditions and establishment of eco-tourism and biodiversity need to be improved as because if all these factors will improve the tourism development rates will improve and at the same time it will give more employment opportunities, stronger currency exchange, local sense of security and safe place for all to visit,

These above factors will also increase the chance to boost up the volunteer tourism, ecotourism and cultural tourism as well and it will also help the local products by giving the chance to promote.

5.6 Recommendation for future research

This research paper only provides information only about two hotels based in Yangon, Myanmar. It explains about economic situation, political factors and environmental factors as variables. So for future research it would be beneficial for the betterment of society to discover more different variables apart from economic situation, legal factors and technological factors such as economic sustainability, political sustainability, environment sustainability and tourism development

Future researcher should also look form some other remote areas to investigate about hotel and tourism industries in Myanmar which provide the hotel and tourism industries to take advantage and improve the standard and hotel occupancy rates in different remote areas.

It's also be advisable if the sample size of research should be large in number and covers larger picture with bigger population and demographic structure.